



## **Meeting Minutes**

California Exposition & State Fair

Meeting of the Cultural Advisory Council and Agricultural Advisory Council  
Held on

**Thursday, September 17, 2015 at 4:00 pm**

**In the Administration Building Boardroom**

California State Fairgrounds

1600 Exposition Blvd.

Sacramento, California 95815

The Cultural Advisory Council will conducted a Meeting  
Jointly with the Agricultural Advisory Council

### **Cultural Advisory Council Members in Attendance**

|                         |                  |
|-------------------------|------------------|
| Delgreta Brown          | Stephanie Nguyen |
| Letitia Earl            | Cat Nou          |
| Anita Johnson           | Adrian Perez     |
| Indi Kallirai           | Julie Rokser     |
| Chris Mateo             | Cha Vang         |
| Jackie Morris-Henderson | Jorrel Verella   |

### **Agricultural Advisory Council Members in Attendance**

|                 |                  |
|-----------------|------------------|
| Marit Arana     | Sharon Lynch     |
| Eric Carlson    | Suzanne Oppegard |
| John Chiles     | Len Richardson   |
| Richard Engel   | Mary Richardson  |
| Mike Falasco    | Lee Ruth         |
| Patti Garamendi | Walt Shaw        |
| Gail Kautz      | Terry Witzel     |
| Marcia Kimura   | Chris Zanobini   |

### **Board, Staff and Guests in Attendance**

|                               |                             |
|-------------------------------|-----------------------------|
| Sonney Chong, Board Member    | Jay Carlson, Staff          |
| Corny Gallagher, Board Member | Donald Callison, Staff      |
| Mark Nelson, Board Member     | Natalie Minas, Staff        |
| Rick Pickering, CEO           | Jennifer Johnson, guest     |
| Jennifer Castleberry, Staff   | Harry Moos, Friends of Fair |
| Carrie Wright, Staff          |                             |

**1) CALL TO ORDER** – the meeting was called to order at 4:15p.m.

**2) OPENING REMARKS**

- a) Adrian Perez, Chair, Cultural Advisory Council opened the meeting by welcoming both Councils to the second annual joint meeting of the AAC and CAC. He personally related that the 2015 Fair was the best he had ever attended, he noticed positive changes in the traffic flow. He thanked his co-chair Jackie Morris-Henderson for helping to organize the CAC parade, fair tours and opening day.
- b) John Chiles, Vice-Chair, Agricultural Advisory Council thanked all the members for attending. He felt that the Farm looked great and the Summer Harvest Stamp Unveiling was a great event. He noted that the ag programs; livestock shows, Champion Challenge and the Sale of Champions looked to be well attended.

**3) INTRODUCTION OF GUESTS & STAFF** - Vice-Chair Chiles led a round of introductions for guests and staff. Program Director Wright introduced new full-time additions to the program team including Event Coordinator Donald Callison and Education Coordinator Natalie Minas

**4) 2015 UPDATE** – Prior to the staff updates a 2015 Fair wrap up video was played, the video captured many of the Council members and staff's fair memories.

a) Staff update

1.) CEO Rick Pickering updated the Council Members on several items. Here are the highlights:

- The Fair received lots a great media coverage, crews were out covering the Fair every one of the 17 days.
- Overall the weather was great with only a few very hot days.
- The parking lots were full and did not “turn over” allowing for later arrival guest to “fill in” where people have left for the day. This is an indication that guests are staying longer and enjoying the increase in patron comfort.
- The Fair sold over 9.6 million dollars in Food making the State Fair the largest Food Festival in Northern California.
- The middle Saturday was the best middle Saturday in the history of the fair.
- In the final four days of fair over 300,000 guests attended.

- Improvements were made throughout the grounds to help create more patron comfort including more seating and shade. This was especially noticed in the Wine and Commercial Craft Brew locations.

2.) Executive team members – Marketing Director Jennifer Castleberry reported from the staff report (attached). She highlighted the well received Blue Ribbon Campaign and discussed the huge increase in concert ticket sales. The media coverage was thorough especially with the international attention that the US National Drone Competition elicited; she distributed over 500 media credentials.

Program Director Wright reported from the staff report but

- b) 2015 AAC and CAC survey results – Program Director Wright reported that AAC and CAC had suggested that both Councils participate in a survey to provide feedback. There was a very low turnout for the survey (see attached summary of results). Methods for increasing participation were discussed.

## **5) PLANNING AND PRIORITIES (45 minutes)**

- a) Quick overview of priorities outlined by AAC and CAC in 2014 were reviewed. Overall priorities included a focus on Food and Agriculture, Youth, Technology and Education. It was mentioned that bringing back School Farm Tours in a year-round format was an important goal for each Council. It was announced that through funding a limited amount of school tours would be offered in the Fall of 2015. Education Manager Natalie Minas was working on implementation and took advice and notes from the members.
- b) Reviewed priorities and made recommendations for 2016 and 2017. After discussion both Councils recommended keeping the same priorities and offered assistance with resources for the number one priority of reinstating Farm Tours. Program Director Wright led the group through an exercise to assess assets in helping with school tours. Many Council members offered resources including distribution networks for flyers, connections to teachers

## **6) CLOSING COMMENTS**

- a) Adrian Perez, Cultural Advisory Council Chair applauded the group for attending, thanked staff for their great work and was excited that not only were school tours returning but that both Councils had agreed that it was a priority.
- b) John Chiles, Agricultural Advisory Council Vice Chair thanked staff for a successful 2015 fair and closed the meeting at 6pm.